

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A ~~system~~method, comprising:

~~a server component adapted to allow content developers to use an authoring language to author and create~~ receiving an interactive television (iTV) application template[[s]] and an application descriptor ~~ions for an~~ iTV application, wherein the application template conforms to an authoring specification that describes a framework for the iTV application and which ~~separates, in which applications there is a separation of~~ iTV application behavior from content and from business rules, ~~according to an authoring specification that describes a framework for the iTV applications;~~

querying a data storage repository for specific content according to the application descriptor;

creating a dynamic data file configured to be populated in the application template; and

~~a transport component including an operator deployed~~ storing the template and the dynamic data file in a centralized application management system; and

optimizing ~~configured to optimize the iTV application_s from the server component and to for~~ delivery the iTV applications to one or more client devices; ~~and~~

~~a client component resident on at least one of the client devices and adapted to render the iTV applications through a television so as to permit user interaction with the iTV applications, wherein said application descriptors permit queries to a content aggregation and categorization component of the server component, which queries result in creation of dynamic data files to populate the application templates.~~

2. (Currently Amended) The ~~system~~method of claim 1 wherein the iTV application[[s]] comprises one or more of (a) interactive program guides, (b) television menus, (c) content services, (d) virtual channels, (e) video on demand applications, (f) personal video recorder applications, (g) broadcast on demand applications, (h) enhanced television services applications, (i) help, (j) customer support, (k) self service, (l) games, or (m) data service applications.

3. (Canceled)

4. (Currently Amended) The ~~system~~method of claim 32 further comprising delivering wherein the client component is adapted to download the iTV applications delivered by the transport component to the one or more client devices in response to requests from the one or more client devices, respectively~~user input.~~

5. (Currently Amended) The ~~system~~method of claim 1 wherein the authoring specification comprises an extensible markup language (XML) authoring specification.

6. (Currently Amended) The ~~system~~method of claim 5 wherein ~~the presentation of the content by the one or more client devices~~ is accommodated through ~~one or more of interpreting the template[[s]] defined within~~ according to the XML authoring specification.

7. (Currently Amended) The ~~system~~method of claim 1 ~~wherein the server component is configured to further comprising applying one or more of the business rules in preparing the iTV application[[s]] for delivery to the one or more clients~~the transport component.

8. (Currently Amended) The ~~system~~method of claim 7 wherein the framework for iTV application[[s]] accommodates advertising, promotions, content placement packages ~~and/or~~ programming campaign definitions, so as to permit a selection of a specific advertisement, promotion or content at a time of preparation of the iTV content by ~~the server component, and/or~~ at a time of execution of the iTV application[[s]] by the one or more client devices~~component~~, such selection being made according to one or more of the business rules.

9. (Currently Amended) The ~~system~~method of claim 8 wherein the one or more business rules comprise rules for placing ~~and/or~~ automating product offerings, promotions, advertising campaigns, VOD, broadcast-on-demand, transactional opportunities, ~~and/or~~ other types of content across disparate television services.

10. (Currently Amended) The ~~system~~method of claim 9 wherein the iTV application ~~is s~~are tagged in a manner such that the iTV application[[s]] presents all placement opportunities ~~across all applications~~ as a set of programmable opportunities, wherein each programmable opportunity includes any location or set of locations within the iTV applications where content may be placed.

11. (Currently Amended) The system method of claim 10 wherein ~~a programmable opportunity is any location or set of locations within the iTV applications where content may be placed,~~ said content including advertisements, promotions, data including text images and/or video, or another application.

12. (Canceled)

13. (Currently Amended) The system method of claim 9 wherein the rules for placing and/or automating product offerings accommodate multiple selection criteria chosen from the list including: location, current channel, current channel family, current channel category, time of day, offering category, current program, current program genre, current iTV application, current content type, and subscriber profile.

14. (Currently Amended) The system method of claim 9 wherein the one or more business rules accommodate subscriber-specific rules according to a subscriber profile associated with a particular one of the client devices ~~upon which the client component is resident.~~

15. (Currently Amended) The system method of claim 14 wherein the iTV application[[s]] ~~are is~~ configured to respond in a subscriber-specific manner to user interactions with the iTV application[[s]] at the one or more client devices.

16. (Currently Amended) The ~~system~~method of claim 8 wherein the business rules are selected ~~at one of the following instances:~~ dynamically at the time of execution of the iTV application[[s]], or at the time of application creation.

17. (Currently Amended) The ~~system~~method of claim 1, wherein the framework for iTV application definition accommodates business rules, so as to permit a selection and use of a specific business rule at a time of execution of the iTV application[[s]].

18. (Currently Amended) The ~~system~~method of claim 1, wherein the framework for iTV application definition accommodates an application profile definition, defined by a set of capabilities that correspond to a set of actions in the authoring specification, which provides a common model for provisioning, managing, deploying, advertising, commerce, layout, animation, events and navigation, dynamic data insertion, and optimization of the iTV application[[s]] across different iTV operating environments.

19. (New) The method of claim 1 wherein:

the receiving, querying and creating are performed by one or more servers located at a data center;

the optimizing is performed at a cable head end; and

the centralized application management system is located remotely from the data center and cable headend.